

CONTRACT



KSDK
1000 Market Street
St. Louis, MO 63101
(314)421-5055

www.ksdk.com

And:

Strategic Media Placement LLC
3946 North Hampton Drive
Powell, OH 432065

<u>Contract / Revision</u> 688664 /		<u>Alt Order #</u> 06165342
<u>Product</u> WAGNER FOR CONGRESS		
<u>Contract Dates</u> 07/25/12 - 08/07/12	<u>Estimate #</u> 2366	
<u>Advertiser</u> Wagner, A/R / Congress		<u>Original Date / Revision</u> 06/06/12 / 08/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSDK	<u>Account Executive</u> Kristin Waskie	<u>Sales Office</u> Telerep Philadel
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 327.10
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KSDK	07/25/12	07/29/12	6-7a	6-7A		:30				NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	--WTF--				3	\$600.00	4.60			
N 2	KSDK	07/30/12	08/05/12	6-7a	6-7A		:30				NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	MT--F--				3	\$600.00	4.60			
N 3	KSDK	08/06/12	08/07/12	6-7a	6-7A		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	MT-----				2	\$600.00	4.60			
N 4	KSDK	07/25/12	07/29/12	NBC Today 7-9A	7-9A		:30				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	--W-F--				2	\$600.00	5.40			
N 5	KSDK	07/25/12	07/29/12	Noon News	12-1230p		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	--W----				1	\$450.00	4.80			
D 6	KSDK	07/30/12	08/05/12	Noon News	12-1230p		:30				NM	0	\$0.00
D 7	KSDK	08/06/12	08/07/12	Noon News	12-1230p		:30				NM	0	\$0.00
N 8	KSDK	07/25/12	07/29/12	News Channel 5 at 5P	5-530P		:30				NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	--WT---				2	\$1,200.00	13.10			
N 9	KSDK	07/30/12	08/05/12	News Channel 5 at 5P	5-530P		:30				NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	M-W----				2	\$1,200.00	13.10			
N 10	KSDK	08/06/12	08/07/12	News Channel 5 at 5P	5-530P		:30				NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----				1	\$1,200.00	13.10			
N 11	KSDK	07/25/12	07/29/12	News Channel 5 at 6P	6-630P		:30				NM	2	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	--W-F--				2	\$1,275.00	12.70			
N 12	KSDK	07/30/12	08/05/12	News Channel 5 at 6P	6-630P		:30				NM	3	\$3,825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



KSDK
1000 Market Street
St. Louis, MO 63101
(314)421-5055

www.ksdk.com

<u>Contract / Revision</u> 688664 /		<u>Alt Order #</u> 06165342
<u>Contract Dates</u> 07/25/12 - 08/07/12		<u>Product</u> WAGNER FOR CONGR
<u>Advertiser</u> Wagner, A/R / Congress		<u>Estimate #</u> 2366
		<u>Original Date / Revision</u> 06/06/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	-T-TF--				3	\$1,275.00	12.70			
N 13	KSDK	08/06/12	08/07/12	News Channel 5 at 6P	6-630P		:30				NM	1	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----				1	\$1,275.00	12.70			
N 14	KSDK	07/30/12	08/05/12	Olympics Zone	Olympics Zone		:30				NM	4	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	M-W-FS-				4	\$2,250.00	10.70			
N 15	KSDK	08/06/12	08/07/12	Olympics Zone	Olympics Zone		:30				NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----				1	\$2,250.00	10.70			
N 16	KSDK	07/25/12	07/26/12	LN (M-F)	10-1035p		:30				NM	2	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	--11---				2	\$1,650.00	10.40			
D 17	KSDK	07/25/12	07/29/12	LN (Sa)	10-1035p		:30				NM	0	\$0.00
D 18	KSDK	07/25/12	07/29/12	LN (Su)	10-1035p		:30				NM	0	\$0.00
N 19	KSDK	07/29/12	07/29/12	Olympics Late News	Various		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S				1	\$1,800.00	4.90			
N 20	KSDK	07/30/12	08/05/12	Olympics Late News	Various		:30				NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	---1--1				2	\$1,800.00	4.90			
N 21	KSDK	08/06/12	08/06/12	Olympics Late News	Various		:30				NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/06/12	08/12/12	M-----				1	\$1,800.00	4.90			
D 22	KSDK	07/25/12	07/29/12	NBC Today Show (Su)	7-8A		:30				NM	0	\$0.00
D 23	KSDK	07/25/12	07/29/12	Meet The Press Sun 8-9A	8-9A		:30				NM	0	\$0.00
N 24	KSDK	07/28/12	07/28/12	Olympics Weekend DT	Olympics Weekend		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S-				1	\$300.00	2.10			
N 25	KSDK	07/25/12	07/29/12	Olympics Weekend DT	Olympics Weekend		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S-				1	\$1,000.00	5.30			
N 26	KSDK	07/30/12	08/05/12	Olympics Weekend DT	Olympics Weekend		:30				NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S				1	\$1,000.00	5.30			
N 27	KSDK	07/25/12	07/29/12	Olympics Weekend DT	Olympics Weekend		:30				NM	1	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S				1	\$1,950.00	6.90			
D 28	KSDK	07/30/12	08/05/12	Olympics Weekend DT	Olympics Weekend		:30				NM	0	\$0.00
N 29	KSDK	07/25/12	08/05/12	Olympic Weekend DT	Olympic Weekend		:30				NM	2	\$3,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/23/12	07/29/12	-----SS				1	\$1,600.00	8.70			
Week:		07/30/12	08/05/12	-----SS				1	\$1,600.00	8.70			
N 30	KSDK	08/05/12	08/05/12	Olympics Weekend DT	Olympics Weekend		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S				1	\$300.00	2.10			
N 31	KSDK	07/29/12	08/05/12	Olympic Weekend DT	Olympic Weekend		:30				NM	2	\$3,100.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.



KSDK
1000 Market Street
St. Louis, MO 63101
(314)421-5055

www.ksdk.com

Contract / Revision	Alt Order #
688664 /	06165342

Contract Dates	Product	Estimate #
07/25/12 - 08/07/12	WAGNER FOR CONGR	2366

Advertiser	Original Date / Revision
Wagner, A/R / Congress	06/06/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount																																										
<table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="3"></td></tr><tr><td>Week:</td><td></td><td>07/23/12</td><td>07/29/12</td><td>-----S</td><td></td><td></td><td></td><td>1</td><td>\$1,600.00</td><td>0.00</td><td colspan="3"></td></tr><tr><td>Week:</td><td></td><td>07/30/12</td><td>08/05/12</td><td>-----S</td><td></td><td></td><td></td><td>1</td><td>\$1,600.00</td><td>0.00</td><td colspan="3"></td></tr></table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				Week:		07/23/12	07/29/12	-----S				1	\$1,600.00	0.00				Week:		07/30/12	08/05/12	-----S				1	\$1,600.00	0.00			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																													
Week:		07/23/12	07/29/12	-----S				1	\$1,600.00	0.00																																													
Week:		07/30/12	08/05/12	-----S				1	\$1,600.00	0.00																																													
D 32	KSDK	07/30/12	08/03/12	Olympics Weekday DT	Olympics Weekday		:30				NM	0	\$0.00																																										
N 33	KSDK	07/28/12	07/28/12	Olympics Zone	Olympics Zone		:30				NM	1	\$2,250.00																																										
<table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="3"></td></tr><tr><td>Week:</td><td></td><td>07/23/12</td><td>07/29/12</td><td>-----S-</td><td></td><td></td><td></td><td>1</td><td>\$2,250.00</td><td>0.00</td><td colspan="3"></td></tr></table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				Week:		07/23/12	07/29/12	-----S-				1	\$2,250.00	0.00																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																													
Week:		07/23/12	07/29/12	-----S-				1	\$2,250.00	0.00																																													
N 34	KSDK	08/06/12	08/06/12	Olympics Weekday DT	Olympics Weekday		:30				NM	1	\$250.00																																										
<table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="3"></td></tr><tr><td>Week:</td><td></td><td>08/06/12</td><td>08/12/12</td><td>M-----</td><td></td><td></td><td></td><td>1</td><td>\$500.00</td><td>0.00</td><td colspan="3"></td></tr></table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				Week:		08/06/12	08/12/12	M-----				1	\$500.00	0.00																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																													
Week:		08/06/12	08/12/12	M-----				1	\$500.00	0.00																																													
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>																																												
	1	KSDK	08/06/12-08/12/12	Olympics Weekday DT	Olympics Weekday	M-----	:30		\$500.00	0.00	NM																																												
	See MG 34.2,34.3																																																						
	2	KSDK	08/06/12-08/07/12	5-6a	5-6A	MTu-----	:30		\$250.00	0.00	NM																																												
	Ⓜ MG for 34.1 08/06																																																						
	3	KSDK	08/06/12-08/07/12	5-6a	5-6A	MTu-----	:30		\$250.00	0.00	NM																																												
	Ⓜ Credited																																																						
N 35	KSDK	07/28/12	07/28/12	Olympics Weekend DT	Olympics Weekend		:30				NM	1	\$1,000.00																																										
<table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="3"></td></tr><tr><td>Week:</td><td></td><td>07/23/12</td><td>07/29/12</td><td>-----S-</td><td></td><td></td><td></td><td>1</td><td>\$1,000.00</td><td>0.00</td><td colspan="3"></td></tr></table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				Week:		07/23/12	07/29/12	-----S-				1	\$1,000.00	0.00																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																													
Week:		07/23/12	07/29/12	-----S-				1	\$1,000.00	0.00																																													
N 36	KSDK	08/05/12	08/05/12	Olympics Weekend DT	Olympics Weekend		:30				NM	1	\$1,000.00																																										
<table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="3"></td></tr><tr><td>Week:</td><td></td><td>07/30/12</td><td>08/05/12</td><td>-----S</td><td></td><td></td><td></td><td>1</td><td>\$1,000.00</td><td>0.00</td><td colspan="3"></td></tr></table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				Week:		07/30/12	08/05/12	-----S				1	\$1,000.00	0.00																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																													
Week:		07/30/12	08/05/12	-----S				1	\$1,000.00	0.00																																													
N 37	KSDK	07/31/12	07/31/12	News Channel 5 at 5P	5-530P		:30				NM	1	\$1,200.00																																										
<table><tr><td></td><td></td><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td></td><td></td><td></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td><td colspan="3"></td></tr><tr><td>Week:</td><td></td><td>07/30/12</td><td>08/05/12</td><td>-T-----</td><td></td><td></td><td></td><td>1</td><td>\$1,200.00</td><td>0.00</td><td colspan="3"></td></tr></table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				Week:		07/30/12	08/05/12	-T-----				1	\$1,200.00	0.00																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																																													
Week:		07/30/12	08/05/12	-T-----				1	\$1,200.00	0.00																																													
Totals										327.10			47	\$58,300.00																																									

Time Period	# of Spots	Gross Amount	Net Amount
06/25/12 -07/29/12	20	\$23,000.00	\$19,550.00
07/30/12 -08/07/12	27	\$35,300.00	\$30,005.00
Totals	47	\$58,300.00	\$49,555.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Gannett Co., Inc. and its stations do not discriminate in advertising contracts on the basis of race, gender or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, gender or ethnicity, even if handwritten, typed or otherwise made a part of the particular contract, is hereby rejected. Advertiser agrees to indemnify Station from all claims (including attorney's fees) for which Station may become liable due to the advertisement(s). This contract renders void any statement concerning liability which appears on correspondence from agency or advertiser. It is further agreed that the station does not accept advertising orders or space reservations claiming sequential liability.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service, shall not constitute payment to this station.

TERMS: Due 15th day of the Month following Broadcast.